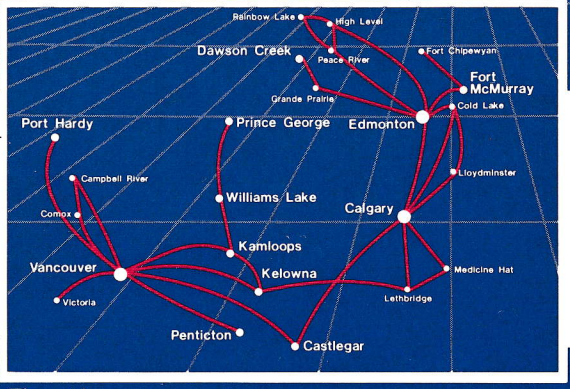
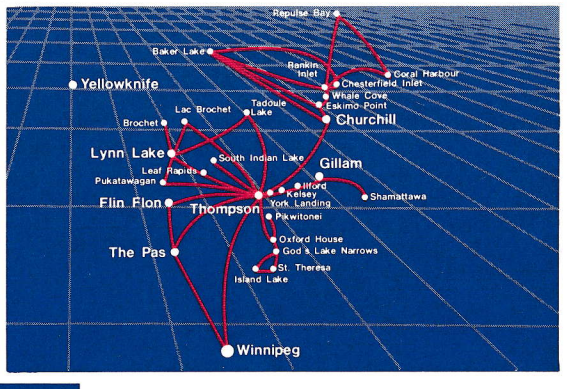
Pacific Western

Our History





Time Air

Pacific Western SPIRIT

Pacific Western CALM AIR TIME AIR

Our History

Pacific Western Airlines was founded by Russ Baker, in Fort St. James, British Columbia, in 1946.

With a leased Beech bi-plane, Mr. Baker provided air service to remote mining camps and logging operations in the north, delivering men and materials to isolated destinations.

The Company was known as Central British Columbia Airways Ltd., and from the beginning, had a reputation for on-time service, knowledge and ingenuity.

It was in 1949, that Central B.C. Airways was commissioned to do aerial surveys for the giant aluminum and power complexes at Kitimat and Kemano in the rugged mountainous backcountry of British Columbia. During the development of this project, Central B.C. Airways handled 95% of the air support, consisting mainly of heavy industrial freight and workers.

Between 1949 and 1952, the Company acquired seven other smaller flying services. With each acquisition, the Company expanded its base of operations, providing the much needed manpower and equipment necessary to maintain a rapidly expanding air service. These companies included Associated Air Taxi, Kamloops Air Service, Skeena Air Transport, Whitehorse Flying Services, and Port Alberni Airways.

In 1953, the Company adopted the name Pacific Western Airlines, the beginning of another important era. Additional companies were acquired, such as Queen Charlotte Airlines in 1955, giving the Company a foothold in scheduled services; and Associated Airways in 1955, leading to a vital contract in the construction of the Distant Early Warning line in Canada's north.

In 1958, Russ Baker died, but the airline he founded with his Beech bi-lane in 1946 was thriving.

A year later in 1959, Pacific Western was part of the largest single transfer of scheduled services in Canadian aviation history. In that year, Canadian Pacific Airlines released licenced routes from Edmonton to 18 points in Northern Alberta and the Northwest Territories. With this transfer, in addition to its existing routes, Pacific Western was licensed to provide scheduled air services over approximately 7,000 miles throughout Western and Northern Canada.

At this point in time, the Company acquired a reputation for innovation and aggressiveness by developing several unique services for freight customers and passengers alike.

The Calgary-Edmonton Airbus was inaugurated in 1963, with passengers carrying their luggage to the aircraft and depositing it on the ramp for loading. A ticket agent on board a 66 seat DC-4, would then collect the fare during the 55-minute flight.

When the Airbus first started, estimates were that it would take ten years to move one million passengers. That goal was reached in less than eight years.

1964 marked the introduction of another unique service, known as Inclusive Tour Charter programs.

This was another first for Canada, with excursion flights from Vancouver to Grand Cayman Island. Later in the same year, Pacific Western pioneered group charters across the Atlantic, mainly to the United Kingdom.

In 1966, in anticipation of a regional air policy for Canada, Pacific Western began placing orders for jet and jet-prop equipment. The regional policy became a reality in 1968, and the Company was able to add many more ports of call to the already long list of destinations in Western Canada. Services at this point stretched from the Pacific Northwest to the Arctic Archipelago.

Boeing 707 equipment was added to the fleet in 1967, and Inclusive Tour programs were introduced to Mexico and Hawaii in the winter, with several European destinations for the summer. The addition of a cargo model Boeing 707, meant that livestock and perishables could be now carried all over the world, and the name Pacific Western became synonymous with "World Air Cargo". The Company aircraft visited more than 90 countries during this period of time.

Pacific Western operated Boeing 707 cargo and passenger charter programs until the last aircraft was sold in 1979.

In 1967 as well, Pacific Western became the first commercial operator of the Lockheed Hercules freighter. The Hercules were initially acquired to support Canada's extensive search for energy and minerals in Northern Canada. Then following the spring ice break-up, the Hercules would rejoin the main cargo fleet in world-wide operations. Diverse cargoes have included everything from 21,000 kilos of dimes to 20,000 kilos of Christmas cake, and a shipment of electronic equipment to the People's Republic of China, the first commercial air shipment to that country.

In November, 1968, the Company introduced "jet service" on its scheduled route system, with the delivery of its first Boeing 737. Pacific Western was the first Canadian carrier to order the 737 aircraft. The "Stampeder Service" linking Alberta and B.C. began on 17 December 1968.

Another transfer of licensing authority from CP Airlines to Pacific Western provided the Company with routes throughout the interior of British Columbia in 1969, and with the acquisition and control of B.C. Airlines in 1970 enabled the Company to supply expanded air service to routes in the B.C. Interior and on the Coast.

With equipment such as DC-4, DC-6, Convair 640, Lockheed Electra, Boeing 727 and Boeing 737's, Pacific Western was now providing scheduled air service throughout British Columbia, Alberta and the Northwest Territories.

As the 1970's progressed, the airlines equipment varied and the Company began a fleet rationalization program, concentrating on the 117-seat Boeing 737 as the backbone of the mainline fleet. By the late 1970's the Company operated an all-jet mainline fleet.

In 1974, the Alberta Government assumed ownership of Pacific Western Airlines to assure the development of the North and Western Canada, returning the airline to the private sector in 1983.

In 1978, the Company acquired the regional carrier Transair Ltd. of Winnipeg. In February of 1979 in an agreement with the Canadian Transport Commission, Transair ceased all scheduled operations east of Winnipeg, and inaugurated service between Winnipeg and Calgary/Edmonton via Regina and Saskatoon, Saskatchewan. This linked the Pacific Western/Transair systems, completing the first step to eventual merger. On December 1, 1979, all operating licenses and routes were transferred to Pacific Western Airlines and Transair ceased as a regional carrier indentity.

Like Pacific Western, Transair was comprised of several companies. Their history dated back to 1947 with the founding of Central Northern Airways. In 1956, a merger between Central Northern Airways and Arctic Wings created the name Transair. The most significant of various amalgamations during the years took place in 1969, when Transair and Midwest Airlines combined their operations to form a diversified regional carrier serving prairie Canada to Toronto and the Arctic.

Today, the Pacific Western system provides jet air service to business, industry, and leisure travellers throughout British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, the Northwest Territories, the Yukon and trans-border service to Seattle in the State of Washington.

Pacific Western Today

Pacific Western is the largest airline in Western Canada, carrying over 3 million passengers per year.

In 1986 joint marketing agreements were signed with local service carriers, Calm Air of Thompson, Manitoba and Time Air of Lethbridge, Alberta, under the Pacific Western Spirit Program. The agreements will strengthen service and frequency to more than 70 communities in Western Canada.

Pacific Western SPIRIT

Organizational changes in 1986 established a formal structural relationship between the holding Company, Pacific Western Airlines Corporation and the airline operating company, Pacific Western Airlines Ltd.

Charter Programs

In addition to its sheduled passenger service, Pacific Western operates charter programs domestically and to international destinations in Mexico, the Caribbean and southern United States. Pacific Western Holidays developed in 1983, is the airlines packaged tour operator with programs to several U.S. sun spot destinations.

Tour Packages

Inclusive Tour programs were first developed by PWA in 1964. In addition to the many exciting destinations on Pacific Western's scheduled route system, vacationers can take advantage of more than 30 (Inclusive Tour programs) from Pacific Western's Ski Bird program to Pacific Western's Great Canadian Adventures that include sport fishing in both inland and coastal waters throughout Northern and Western Canada; houseboating and rafting; camping in the wilderness of the Rocky Mountains; and many others.

Facilities

Maintenance, operational facilities and flight crews are located in Vancouver, Edmonton, Calgary, Winnipeg and Toronto.

Our Calgary facility serves as the Company's System Operational Control Centre (SOCC) where aircraft and crews throughout the vast system are given their daily assignments.

Located in SOCC is the airline's self-contained Airline Information Dispatch System (AIDS). AIDS is a computerized communications system which provides personnel with instant information on weather, flight schedules, flight planning and other data of an operational nature.

Pacific Western conducts pilot training for the Boeing 737 aircraft in the Vancouver facility for not only Pacific Western crews, but for pilots of a number of other international carriers. The company owns and operates the REDIFFUSION FLIGHT SIMULATOR on a 24 hour basis.

Pilot training is also offered to other carriers, as is training for flight attendants, customer service and reservations agents. The administrative office for the Western Region is located in Vancouver.

Edmonton is the administrative centre for the Company's Central Region, and Toronto is the Regional headquarters for Eastern Region.

A fully computerized Reservations system with centres in Calgary, Vancouver and Winnipeg connects passengers throughout Western Canada and the world.

This sophisticated system helps Pacific Western personnel at reservations offices and airport counters by supplying flight information, receiving and storing reservations, displaying this information at departure time and then storing it as historical data. Public access into the reservation centres is via Automatic Call Distributors which store incoming calls and distribute them to available reservation agents in one of the centres on a first-in first-served basis.

With this system, a passenger can be offered other services such as interline, hotel and car reservations inclusive tours, special meals, wheelchairs, information on various cities, immigration and customs regulations, limousine charges, weather, etc.

Calgary is the Head Office of Pacific Western Airlines. Calgary is central to the airline's system, and affords Company executives the opportunity of being a part of the rapid development of Western Canada.

Air Cargo

From its very beginning as a bush airline through its history of Hercules Division and B707 international cargo operations, Air Cargo has played a very important role in Pacific Western's system. Today, complete cargo facilities are maintained throughout Western Canada, and customers can actually make reservations for their cargo, thanks to innovative programs developed by Pacific Western staff.

Fleet

Pacific Western Airlines is the largest operator of the Boeing 737 in Canada and makes over 200 daily flights to destinations in Western Canada and beyond.

In a full passenger configuration, Pacific Western's Boeing 737 carries 122 passengers on scheduled and charter flights. Several of our Boeing 737's are convertible models, capable of carrying approximately 35,000 pounds of cargo in a full cargo configuration, or various combinations of passengers and cargo. Special equipment on these aircraft allow the airline to operate into remote gravel runways.

Pacific Western Airlines today is an airline with a future as sweeping as the horizon. We employ nearly 3,000 people throughout Western Canada and Ontario.

All of this demands a superbly coordinated effort calling for employee enthusiasm and dedication, plus superior mechanical skills, and computer-age technology. Pacific Western employees and management have demonstrated their ability and willingness to assist the public and to cooperate fully in performing job functions time and again.

Our Future

The Route System

The new domestic air policy announced in May, 1984 changed the shape of the airline industry in Canada.

Pacific Western hopes to expand its current network while at the same time concentrate on making travel between the communities it serves more convenient for the travelling public. At the same time, Pacific Western, in seeking new services, will continue to strike a balance between routes of a developmental nature and routes which will yield an immediate return.

Pacific Western will continue to expand and provide service on east-west routes in its geographic area which are capable of standing competition while the Company expects to compete fully with north-south carriers, and expand its operations on routes within its geographic area.

Pacific Western also believes it has a role to play in the provision of trans-border service between Western Canada and points in the United States. In particular, Pacific Western is seeking the opportunity to develop short and medium penetration routes into communities in the United States which have common interests with Canadian cities currently served by the Company.

Our Facilities

During the 1980's, Pacific Western constructed new facilities to meet future requirements. A reservation centre in Winnipeg in 1981, a hangar facility in Calgary, 1982, a SOCC and Administration Building in Calgary in 1984, and a reservation centre in Calgary in 1986.

The Company is almost fully computerized. Pacific Western's IBM-4341 hardware incorporates the latest in technology, and will meet the Company's computer hardware requirement in the 1980's.

Pacific Western sees the decade of the 1980's as offering many opportunities and challenges. We are a people-oriented company, with dedicated and loyal employees, who strive to provide airline passengers with the service they deserve.

September 1986

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